MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BCT1024 – CRITICAL THINKING AND APPLICATION IN MANAGEMENT

(All sections / Groups)

16th MARCH 2018
3.00 p.m. – 5.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This question paper consists of **TWO** parts and **12** pages (excluding the cover page).

2. Answer ALL questions.
   - Part A : Multiple Choice Questions (30 marks)
   - Part B : Analytical questions
     - Question 1: Problem solving (30 marks)
     - Question 2: Argument composition (20 marks)
     - Question 3: Fallacy identification (10 marks)
     - Question 4: Advertising ploys (10 marks)

3. The total mark for this paper is 100 marks. This final examination will contribute 50% toward your grade in this course.

PART A: MULTIPLE CHOICE QUESTIONS (30 marks)

Answer ALL questions. Mark your answers on the answer sheet provided.

1. A course in critical thinking can improve students' ability to develop all the following, except:

   A. become a positive thinker.
   B. understand course material.
   C. critically evaluate course materials.
   D. argue effectively for their own views on course topics.

2. The following table lists the critical thinking standards and the questions linked to the standard.

   Which of the following are correctly paired?

	Critical Thinking standard	Question
I	Fairmindedness	Can you state what you mean? Can you give examples?
II	Clarity	Can you state what you mean? Can you give examples?
III	Logic	Are you sure it's true?
IV	Accuracy	Are you sure it's true?
V	Relevance	Is it related to what we are thinking about?
VI	Precision	Is it related to what we are thinking about?

   A. I, III, V
   B. I, IV, VI
   C. II, III, VI
   D. II, IV, V

Continued...

3. An attitude or belief that something you want to happen will happen even though evidence says it is not likely nor possible.

   The above statement describes _____

   A. conformism
   B. wishful thinking
   C. positive thinking
   D. egocentricism

4. An entrepreneur needs an idea of a new product to develop. He decided to employ a creative technique to generate some ideas. The technique involves a word or phrase relating to the problem being written down, then another and another, with each new word attempting to add a new idea to the ongoing thought processes, finally creating a chain of ideas ending with the new product idea emerging.

   What is the technique called?

   A. 5W1H
   B. Morphological analysis
   C. Shift perspective
   D. Free association

5. In the six thinking hats technique, which one of the following correctly describes the characteristic of the hat wearer?

   I. The green hat may draw the discussion back to its root issue.
   II. The yellow hat may widen the discussion to include feeling.
   III. The blue hat often forces the thinker to go out and gather new information.
   IV. The black hat stops us from doing things that may be harmful and points out the risks, and why something may not work.

   A. I and III
   B. II and IV
   C. I, II and III
   D. IV only

Continued...

6. Sally is browsing through an online business news portal. She came across several news headlines. Which of the following headlines suggests an argumentative article?

   A. Why open office is bad for us.
   B. Where job tests require a psychologist.
   C. Ten mistakes new managers make.
   D. How the busiest people plan their day.

Question 7 is based on the following passage.

Read the following passage and identify the conclusion and premises.

If you're trying to drop a few pounds, you've probably heard a version of this advice about late-night snacking: No eating after 8 p.m. The reasoning sort of makes sense: Your metabolism slows down at night, so it may not be able to efficiently burn off those French fries you ate at 10 p.m. That's not to mention the risks of heartburn and poor sleep associated with night-time eating.

7. Which of the following is TRUE about the passage?

   I. Conclusion: You must try to lose weight.
   II. Conclusion: Do not eat after 8 p.m.
   III. Conclusion: Night-time eating is associated with poor sleep and risk of heartburn.
   IV. Conclusion: Metabolism slows down at night, causing less efficient burning of the food you eat.
   V. Premise: Do not eat after 8 p.m.
   VI. Premise: Night-time eating is associated with poor sleep and risk of heartburn.
   VII. Premise: Metabolism slows down at night, causing less efficient burning of the food you eat.

   A. I, V and VI
   B. II, VI and VII
   C. III, VI and VII
   D. IV, V and VI

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8. Which of the following is/are TRUE?

I. There are two statements in the sentence "Roses are red and violets are blue."
II. The conclusion of an argument always occurs at the end of the argument.
III. The following sentence is an argument: "Young children should not be permitted to go snowboarding, because it is too dangerous."

A. I and II
B. I and III
C. II and III
D. II only

9. A/an _____ statement is based on personal opinions, interpretations, points of view, emotions and judgment. It is often considered ill-suited for scenarios like news reporting or decision making in business or politics; a/an _____ statement is fact-based, measurable and observable.

A. euphemistic, dysphemistic
B. dysphemistic, euphemistic
C. subjective, objective
D. objective, subjective

10. Which of the following sentence contains vague word(s)?

I. It is obscene to spend money wastefully.
II. If a student fails to achieve 80% attendance rate, he will face severe consequences.
III. The number 2 cannot be divided by an odd number.

A. I and II
B. II and III
C. I and III
D. I, II and III

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Question 11 is based on the following passage.

Back before smartphones, date night was about 2 people spending quality time alone together. Now, thanks to the endless stream of messaging and social media updates available at our fingertips, even the most intimate dinner can be interrupted by literally every single person you've ever met. Now, research has shown this phenomenon can put strain on our relationships.

It's known as "phubbing" — a combination word of "phone" and "snubbing," with the extra "P" added when it's toward your partner. According to 2 separate surveys of 453 adults conducted by researchers at Baylor University, ignoring your partner in favor of your phone will ruin your relationship and consequently your life. "What we discovered was that when someone perceived that their partner Pphubbed them, this created conflict and led to lower levels of reported relationship satisfaction," said professor James A. Roberts, Ph.D. whose study was published in the journal *Computers in Human Behavior*. "These lower levels of relationship satisfaction, in turn, led to lower levels of life satisfaction and, ultimately, higher levels of depression." Interestingly, the study also found that "one's attachment style was found to moderate the Pphubbing," meaning that those who were less secure in their relationships were more bothered by their partner's phone distractions.

Source:https://www.fatherly.com/study-says-pphubbing-is-bad-for-relationships-1383406688.html

11. The above passage contains _____

I. A bandwagon argument
II. A false analogy
III. A persuasive definition
IV. A stipulative definition
V. Ad populum appeal to authority

A. I and V
B. II and IV
C. III and V
D. IV only

Continued...

Question 12 is based on the short passage below:

"When chimpanzees are exposed to rage, they tend to become violent. Humans are similar to chimpanzees, and therefore they tend to get violent when exposed to rage."

12. The passage is _____

I. a valid argument because the conclusion follows necessarily from the premise.
II. an invalid argument because the conclusion follows probably from the premise.
III. an argument with implicit conclusion.
IV. an example of reasoning by analogy.

A. I and III
B. I and IV
C. II and III
D. II and IV

Question 13 is based on the following argument:

All squares are circles
All circles are triangle
Therefore, all squares are triangles.

13. Which of the following describes the above argument?

I. This is a categorical syllogism
II. This is a circular argument
III. The argument is valid

A. I and II
B. I and III
C. II and III
D. I only

Continued...

14. 90% of MMU students will obtain a job within six months of graduating. Sam has recently graduated from MMU. I bet he will get a job offer soon.
This argument is _____

A. deductive, valid
B. deductive, invalid
C. inductive, strong
D. inductive, weak

15. Rashid and Amin are researching on the issue of the effect of Goods and Services Tax (GST) on retail business in Malaysia. They came across an online blog with many articles written on the topic.

Rashid: I wonder who the writer of this blog is. I can't check the qualification or affiliation of this writer since the information is not provided.

Amin: Look, here are same graphs to show how GST has affected retail business. But these graphs are not labelled properly and the writer has not stated the source of this information. There is no link provided.

Based on the above, Rashid is concerned about _____ while Amin is concerned about the _____ of the online source.

A. Authority, validity
B. Objectivity, accuracy.
C. Authority, accuracy
D. Objectivity, authority

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PART B: ANALYTICAL QUESTIONS (70 marks)

Question 1 : PROBLEM SOLVING (30 marks)

Instruction: Read the following article and answer the questions.

Behind the Problem of Student Homelessness

By Elizabeth A. Harris
APRIL 7, 2017

"'Homeless college student' seems like a contradiction in terms," said Paul Toro, a psychology professor at Wayne State University, USA who studies poverty and homelessness. "If you're someone who has the financial means to get yourself into college, well, of course you should be immune to homelessness. But that just isn't the case."

It's difficult to know exactly how many students are homeless, or are dangling dangerously close to it, in part because of the enormous stigma surrounding the issue. But new research shows how common a problem it is — and one that some educators believe is growing.

Last month, the Wisconsin HOPE Lab at the University of Wisconsin, Madison, released a study that surveyed students at 70 community colleges in 24 states. It found that 14 percent were homeless. Those findings build on a study released last year by California State University that estimated that 8 percent to 12 percent of its students were homeless. In 2015-16, 32,000 college applicants were identified as "unaccompanied homeless youth" on federal government student aid forms, a number widely considered to be a low count.

There are several possible reasons the problem appears to be so widespread, said Sara Goldrick-Rab, founder of the HOPE Lab and a professor of higher education policy at Temple University. One is that there are fewer well-paying jobs these days for those without a college degree. Only 11 percent of the homeless students she surveyed in the HOPE study reported making more than $15 an hour on a part-time job.

The college-going population, she said, has also changed. "One of the implications here is that there are people going to college who didn't used to go," Dr. Goldrick-Rab said. "If you didn't have a parent with a college degree in the past, you didn't go to college. If you were a foster youth, you didn't go to college. It's a big achievement that we have expanded access to tertiary education in this way, but we didn't change the colleges and we didn't change the policies."

In essence, more low-income students are arriving on campus without a safety net; should they lose their job or their roommates kick them out, parents may not be able to just send them money. Most community college students are older — 29, on average — and on their own. They may not be willing to tell their parents how desperate their situation is.

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"This is not just happening in urban poor communities," said Eloy Ortiz Oakley, chancellor of the California Community Colleges. "It affects kids from low-income families across the state, in rural communities and in non-white communities." The economy looks very different from what it used to, he said. "Homelessness now affects working-class and formerly middle-class families."

Indeed, even at prestigious four-year colleges, the problems of extreme poverty appear on campus. Amherst College keeps its dorms open over the summer, in part so students with no place to go can stay on campus.

This past fall, a group of students at the University of California, Los Angeles, opened a small homeless shelter. Called Students 4 Students (formerly known as the Bruin Shelter), it operates out of a church that's an easy bus ride from campus. It offers meals, nine beds and a study room so residents have a place to do their work. The shelter mostly serves students from U.C.L.A. and Santa Monica College, a community college nearby, said Luke Shaw, one of its founders and a Ph.D. candidate in mechanical engineering.

"Housing insecurity doesn't care about the prestige of your institution, or whether it's a two-year or a four-year college," Mr. Shaw said. "It doesn't care about your gender or your religion or your background. Hard circumstances can fall on anyone. Some people have a safety net for that kind of thing. Some people don't."

And when a student ends up homeless, it can be exceedingly difficult to stay in school and thus break the cycle of poverty. There are practical problems — where to do your homework, for example — and, of course, there is the emotional toll. If you are worried about finding a place to sleep, how are you ever going to focus on schoolwork?

The average family income of students at LaGuardia Community College, part of the City University of New York, is $26,000, according to Gail O. Mellow, its president, who says that helping students navigate the issues surrounding such poverty is central to keeping them in college. At LaGuardia, students have access to a food pantry and help applying for public benefits like food voucher, among other services.

"We're not a social service agency; we want to educate students," Dr. Mellow said. "But in order to do that, they can't be hungry and they can't be homeless."

Source: www.nytimes.com/2017/04/07/education/edlife/college-student-homelessness.html

Questions:

a. Formulate a problem statement by identifying the expectation, reality and gap which exist in the issue above. (3 marks)

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b. Using Kepner-Tregoe Analysis, identify FOUR (4) relevant questions that can assist you in analyzing the problem. For each question identified, explain the reason why the question is chosen. (12 marks)

c. Describe how you would use the SCAMPER technique to generate solutions to the problem. Identify THREE (3) possible solutions from this technique. (9 marks)

d. Analyse the advantages and disadvantages of the identified solutions above. (6 marks)

Question 2: ARGUMENT COMPOSITION (20 Marks)

Read the passage 'Behind the problem of student homelessness' as presented in Question 1 above. As a college student, what is your stand on the above issue? Write a letter to the editor stating your concern regarding the issue. State why it is important for the authorities and/or affected parties to address the issue of homelessness among college students.

Present your opinion in an argumentative essay.

You should state and label the following:

Part of the argument	label	marks
• ONE Conclusion/Main claim	[C]	2 marks
• Two PREMISES	[P1 and [P2]	3 marks each (total 6)
• A reference to authority to support P1	[REF]	4 marks
• A supporting argument which contains a RHETORICAL QUESTION to support P2	[RQ]	4 marks
• An anecdote	[ANEC]	4 marks

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Question 3: FALLACY IDENTIFICATION (10 marks)

Read the following arguments. In order to answer, you do not have to copy the questions. Just write down the name of the fallacy that applies in each argument.

For example:
"Anas is kind. He must be hard working too". **Answer: Sweeping generalization**

a. "Taylor's University is one of the top private university in Malaysia. I hear that they have Starbuck's café in the campus. Multimedia University (MMU) is also one of the top private university in Malaysia. I bet there is also Starbuck's café at MMU campus."
What fallacy does this argument commit? _____

b. Bill: "I think that Jane did a great job this year. I'm going to nominate her for the award."
Dave: "Have you forgotten last year? Remember that she didn't nominate you last year."
Bill: "You're right. I'm not going to nominate her."
Dave has committed which fallacy? _____

c. "Ned argues that IT employees should be given the raise they were promised. But of course Ned thinks that; he works for IT. I believe we can safely ignore his argument."
What fallacy does this argument commit? _____

d. Car salesman: You should definitely buy this car. You look so good in it -- you look at least ten years younger behind that wheel.
What fallacy does this argument commit? _____

e. "I believe Tom is telling the truth about his brother because he just would not lie about that sort of thing."
What fallacy does this argument commit? _____

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Question 4: ADVERTISING PLOYS (10 marks)

Your cousin Melissa has opened a gym and fitness centre specially targeted to women ages 18 years old and above. Her centre offers various fitness workout sessions such as strength training, cardio workouts, yoga and Zumba. This centre is created exclusively for female clients who are searching for a complete fitness and weight management solution.

Based on the ADVERTISING PLOYS described in your textbook (Basham, 2013):

a. Identify TWO (2) suitable ploys to be used in the advertisement. Explain in detail your answer with suitable examples.

b. Identify TWO (2) advertising ploys which are NOT suitable for the above advertisement. Give reasons to explain your answer.

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